

From: Julian Chandra [julian@odysee.com]
on behalf of Julian Chandra <julian@odysee.com> [julian@odysee.com]
Sent: 11/17/2020 3:19:12 PM
To: Dave Fan [dave@waterman-ventures.com]
CC: Jeremy Kauffman [jeremy@lbry.com]
Subject: Re: For Greg Kidd
Attachments: Odysee Deck Nov 2020.pdf

Hey Dave,
Here's a deck for Greg.
Thanks again

On Mon, Nov 16, 2020 at 8:42 PM Julian Chandra <julian@odysee.com> wrote:
Yep. Give me 1-2 days. We're almost ready.

On Sat, Nov 14, 2020 at 3:29 AM Dave Fan <dave@waterman-ventures.com> wrote:
Thanks Julian. Greg requested a deck - can you share that?

-Dave

On Tue, Nov 10, 2020 at 12:15 AM Julian Chandra <julian@odysee.com> wrote:
Thanks for the intro, Dave!

Hey Greg,
Would love to talk about our company with you.

Our video sharing platform called Odysee.com which is a little over a month old has seen rapid growth. We're basically like YouTube 2.0 - but true to the spirit of what YouTube was meant to be.

Odysee was built upon our own blockchain technology called LBRY which is in the top 20 most widely used blockchain protocols in the world too. We've got over 7 million users. We have our own crypto currency called 'LBRY Credit' which is being widely traded and used in the economy of our app too.

We believe if we can scale to just 1% of the size of YouTube we can be competitive in a major way. We think our company can achieve this and more. In the coming year also given YouTube's present troubles, we anticipate being the most viable alternative to YT as well too.

We're currently partnered with Pillar VC (PillPack, Circle) & Clarity PR (Nvidia, Nextdoor, Sony, Yahoo)

We'd love to connect if you're interested to know more.

Best

--

Julian Chandra
VP of Growth
LBRY, Inc

www.odysee.com
twitter.com/odyseeteam

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Dave Fan
Principal, [Alumni Ventures Group](#)
908.727.0795 | [LinkedIn](#) | [How we add value](#)

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odyssey

VIDEO SHARING PLATFORM
BUILT ON WEB 3.0 TECH

Odysee is growing fast, really fast

7,462,239

Monthly Users
(Across Odysee and the LBRY network)

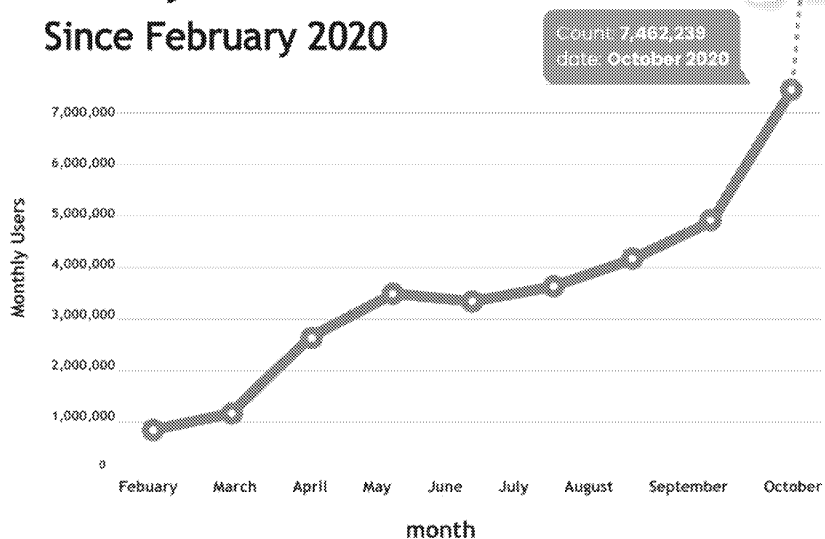
+72%

Weekly User Growth
(since soft launching odysee.com)

\$0

Ad & Marketing Spend

Monthly Users Since February 2020

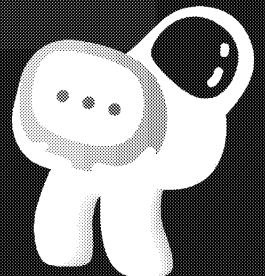


\$159 billion consumer video opportunity¹



Consumer video is growing and ripe for disruption.

YouTube is not a trusted brand by creators and they are leaving in droves.



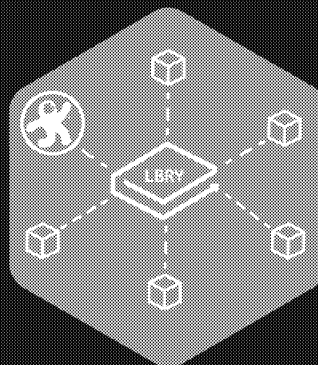
Confidential, Protected by Protective Order

LBRY_SEC00035360

Why we launched Odysee

We built a decentralized, blockchain publishing protocol called **LBRY**. But 95+% of our usage was from people seeking an alternative to YouTube, because YouTube doesn't want to be YouTube anymore.

Odysee is a market response to how users were using LBRY.



There will be more apps in the future.

Creators of all kinds love Odysee



*"This looks like what
YouTubers have been
waiting for, I think
Odysee is amazing."*

Upper Echelon Gamers
80 million views / 423k followers



*"Thank you so much for
giving us a REAL youtube
alternative, i think it's not just
me who thinks this is what we
have all been waiting for!"*

Crazy Grace
56 million views / 244k followers



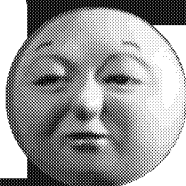
*"Love the fire
and slime,
nice to see
real creators
on here."*

Better than Food
4 million views / 99k followers



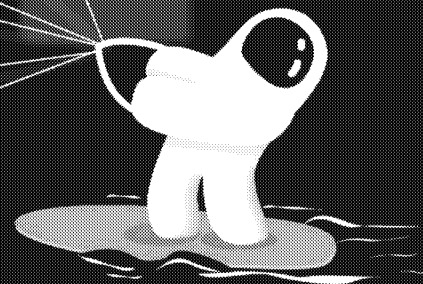
*"Odysee looks really
sick, bro. I'm excited"*

Sophie and Joe
257 thousand views / 12k followers



*"I have joined and I hope
this takes off. Susan is
ruining YouTube, you guys
have a really nice app."*

Diesel Patches
144 million views / 624k followers



Creators are sharing more and more



100,000+

Active Creators



5,200,000+

Creations



195,000

Publications Per Week

New Publications Per Week

New Publications

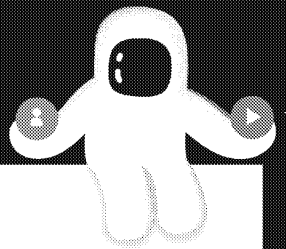
200,000
180,000
160,000
140,000
120,000
100,000
80,000
60,000

September 1, 2020

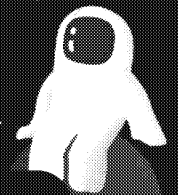
October 1, 2020

November 1, 2020

Week: November 8, 2020
Publications Count:
194,572



Users love Odysee too



Roland Roland 6 days ago
WOW Odysee could really Compete.
the UI is nice

Pratfo 4days ago
This actually looks like something
that could replace YouTube, finally it
might be happening :)

@Free_Wolf302 26 days ago
I thank you so much for Odysee. I've been using Odysee
for weeks now and it is awesome. Love content creators,
artists, developers and I think that you deserve your site a lot
for more than some other artists compared our their, no
entirely for Odysee's future

Larry Galt 6 days ago
I discovered Odysee a few days ago, and I was really
shocked at how good it is. I didn't use Libry, so I don't know
how that was or if it was similar, but these guys are doing a
great job. Needs more people to move from YT or at least
mirror.

TheCheeryElement 1 day ago
I love odysee, a lot more than bitchute. odysee
reminds me of early youtube. It has far more
diverse content than bitchute and the user experi-
ence is way better imo

Reddy 5 days ago
I'm signed up and the site is
awesome!

60%

Weekly retention
(verified accounts at 6 weeks)

> 10 min

Average Session

∞

Fan Made Memes + Promos

Odysee team



Jeremy Kauffman
CEO, Founder

Built LBRY from nothing. Founded and grew ecommerce SaaS company TopScore to over \$20 million GMV.



Alex Grintsvayg
CTO, Founder

Former co-founder and CTO at TopScore. Managed infrastructure and software for millions of users.



Julian Chandra
CMO

Former Head of Partnerships (AU/NZ) for TikTok. Oversaw its launch in market, defined strategy for growth, content, and brand.

Our **blockchain** is a moat and differentiator



**Web 3.0 design
allows unprecedented
user control**

- **Creators own their channels**
- **Infeasible for big tech to copy or co-opt**



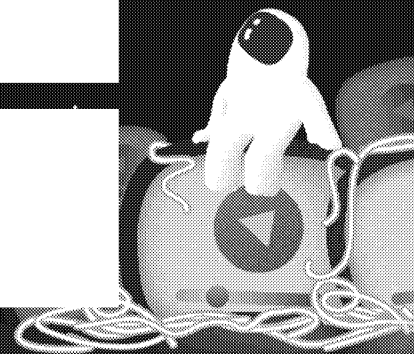
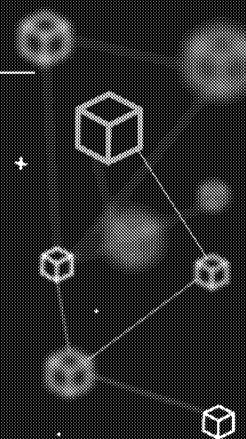
**Blockchain live
for over 4 years
without issue**

- **Secure, stable, trusted, scalable**
- **IEEE-vetted technology¹**

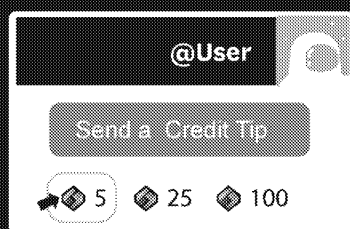


**Active,
engaged
community**

- **4,800** GitHub Stars
- **40,000** member Discord
- **422** code contributors

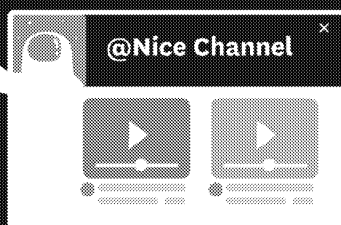


How we make money



Tips and Subscriptions

5 LBC



Token

LBRY holds 325,000,000 LBC
1 LBC could be worth \$100 or more if
LBRY becomes protocol of choice for
media distribution ([more](#))

Selling Tokens

Buy Credits

LBRY, Inc. partners with Moonpay to provide the option to purchase LBRY Credits. [Learn more.](#)

Country

Australia

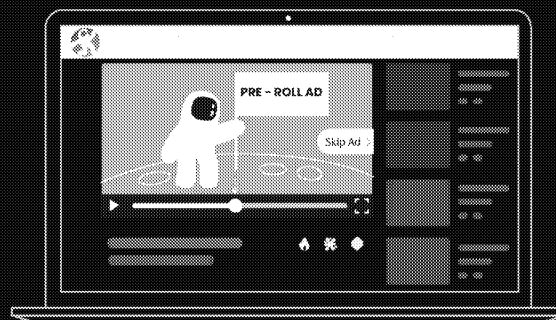
Only some countries are eligible at this time. We are working to make this available to everyone.

Continue

We receive a percentage of subscriptions, purchases and other financial exchanges



Ads & Partnerships



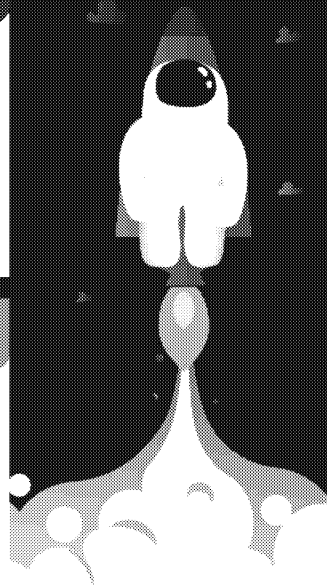
Our round & objectives

We're raising 20 million dollars to:

1. Substantially scale growth and support staff
2. Launch business development, marketing and community programs
3. Expand monetization via advertising and financial transfers
4. Explore additional branded applications that utilize **LBRY**
5. Reduce cryptocurrency spending

Within 2 years we will:

1. Cross **50,000,000** active monthly users across all apps
2. Drive demand and raise awareness of token, improve economics
3. Achieve positive unit economics on marginal users
4. Raise day-over-day retention to over **60%** and daily active usage over 20 minutes



Our partners

The logo for Pillar, featuring the word "pillar" in a lowercase, sans-serif font. The letter "i" is stylized with a small house-like shape above it.The logo for Clarity, featuring the word "Clarity" in a white, cursive script font. Below it, the words "FEARLESS GLOBAL COMMUNICATIONS" are written in a small, uppercase, sans-serif font.The logo for Unruly, featuring the word "UNRULY" in a bold, italicized, uppercase, sans-serif font. Below it, the words "A Tremor International Company" are written in a smaller, uppercase, sans-serif font.



Visit **odysee.com**

Learn about our company: lbry.com
Play with our tech: lbry.tech

